

Message Text

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ACTION EB-11

INFO OCT-01 EA-07 ADP-00 RSR-01 RSC-01 /021 W

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R 120728Z JUL 73

FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 9090

INFO USDOC WASHDC

UNCLAS SINGAPORE 2774

E.O. 11652 N/A

TAGS: BEXP

SUBJ: FISCAL 1974 COMMERCIAL OBJECTIVES

REF: STATE 128397

SUMMARY

THIS EMBASSY HAS MADE ATTEMPT TO IDENTIFY PRIORITY MARKET SECTORS AND ORGANIZE BOTH MATERIAL AND HUMAN RESOURCES ACCORDINGLY. STATE COMPONENT OF COUNTRY TEAM IS PRIMARILY COMMERCIAL AND PARTICULARLY WITH OPENING OF TRADE CENTER HAS LARGE TRADE PROMOTION ORIENTATION. TO SELECT THREE OR FOUR OF MOST SIGNIFICANT SECTORS TO REPORT AS FY 74 OBJECTIVES, THEREFORE, WE UNDERSTATE POST TRADE PROMOTION OBJECTIVES. MARKET SECTORS FOR WHICH SPECIFIC TRADE PROMOTION EVENTS ARE NOT SCHEDULED FOR FY 74 ARE NONETHELESS PART OF CONTINUING HIGH PRIORITY OBJECTIVES. IN ORDER TO MEET CRITERIA ESTABLISHED IN REFTEL, THESE OBJECTIVES, THEREFORE, WILL BE LUMPED UNDER OBJECTIVE NUMBER A. END SUMMARY.

1. OBJECTIVE A

TO IDENTIFY MOST SIGNIFICANT MARKET SECTORS IN SINGAPORE ECONOMY AND ORGANIZE RESOURCES ACCORDINGLY.

ACTION:1 IMPROVE METHOD OF SECTORAL ANALYSIS AND TEST CURRENTLY IDENTIFIED PRIORITY MARKETS AGAINST IMPROVED UNCLASSIFIED

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CRITERIA.

ACTION 2: ASSURE THAT MARKET RESEARCH IS CURRENT.

ACTION 3: CONTINUE TO SURVEY AND ACCUMULATE REFERENCE WORKS AND PERIODICALS MOST RELEVANT TO SINGAPORE. FILE AND CROSS INDEX PRODUCT LITERATURE OF COMPANIES WHICH HAVE EXPRESSED AN INTEREST IN THIS MARKET AND WHICH DO NOT YET HAVE LOCAL AGENT. INTEGRATE INDEX WITH INQUIRIES AND OPPORTUNITY SYSTEM.

ACTION 4: CONCENTRATE TRADE OPPORTUNITIES IN PRIORITY SECTORS SO THAT INDIVIDUAL OPPORTUNITIES ARE BACKED UP WITH MARKET DATA.

ACTION 5: MAINTAIN CONSTANT ALERTNESS TO PRODUCT GROUPING FOR TRADE PROMOTION EVWTS. SUBMIT BI-ANNUAL RECOMMENDATIONS FOR PROMOTION THEMES AND APPROPRIATE EVENT VEHICLES.

ACTION 6: CONDUCT CATALOG SHOW IN FOOD PROCESSING AND SUPPORT A NON-IOGA OHIO TRADE MISSION BECAUSE IT IS COMPOSED LARGELY OF HIGH PRIORITY PRODUCTS.

ACTION 7: ASSIST ALL NEW TO MARKET COMPANIES TO FIND SUITABLE DISTRIBUTORS AS REQUESTED BY BUSINDOS VISITORS, ADS REQUESTS AND PROMOTION EVENT PARTICIPANTS.

2. OBJECTIVE B

TO INCREASE SINGAPORE IMPORTS OF US METALWORKING AND SHIPBUILDING AND REPAIRING EQUIPMENT AND SUPPLIES.

ACTION 1: CONDUCT MARKET UPDATE OF FY 71 RESEARCH IN THESE AREAS. RECOMMEND AND SUPPORT MAJOR OFF-SITE EXHIBITION TO BE HELD IN FY75.

ACTION 2: IDENTIFY ONE PRODUCT THEME FOR A JEEP AND SUPPORT IF ACCEPTED.

ACTION 3: IDENTIFY TWO PRODUCT CATEGORIES FOR LOCALLY PROCURED MULTI-COMPANY SHOW PROMOTIONS AND ASSIST UNCLASSIFIED

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TRADE CENTER STAFF RECRUIT PARTICIPANTS FOR SHOW.

3. OBJECTIVE C

TO INCREASE US SHARE OF BUILDING MATERIALS AND CONSTRUCTION EQUIPMENT AND TECHNOLOGY MARKET.

ACTION 1: IDENTIFY ONE PRODUCT SUBGROUP FOR JEEP PROMOTION

AND ONE LOCALLY PROCURED, MULTI-COMPANY TRADE PROMOTION EVENT.

ACTION 2: SUPPORT MAJOR LOCALLY PROCURED TRADE CENTER EXHIBITION IN AIR CONDITIONING AND REFRIGERATION.

ACTION3: WORK WITH US FIRM AND POSSIBLY FOUNDATIONS TO HAVE BUILDING TECHNOLOGY SYMPOSIUM IN SINGAPORE IN LATE FY74 OR EARLY FY75.

ACTION4: CONTINUE CLOSE CONTACT WITH HOUSING DEVELOPMENT BOARD TO DEVELOP CONSTRUCTION TECHNOLOGY AND EQUIPMENT TRADE OPPORTUNITIES.

4. OBJECTIVE D

SUPPORT TRADE CENTER AND USDOC PROGRAMS.

ACTION 1: SUPPORT THE 3 TRADE CENTER PROMOTIONS SCHEDULED FOR LATE FY 74.

ACTION2: ORGANIZE ONE IN-STORE PROMOTION.

ACTION 3: DURING CONTACTS WITH LOCAL REPS OF US FIRMS TO ENCOURGAE USE OF TRADE CENTER FACILIITIES FOR BETWEEN SHOW PROMOTIONS.

5. RESOURCE REALLOCATIONS:

A. COMMERCIAL CORRESPONDENCE, BUSINESS VISITORS, CONTACT WORK AND MANY OTHER FORMS IN WHICH COMMERCIAL WORK COMES TO EMBASSY WHICH DO NOT FALL INTO ONE OF PRIORITY MARKETS WILL BE HANDLED AS ROUTINELY UNCLASSIFIED

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AS IS APPROPRIATELY POSSIBLE IN ORDER TO ALLOW MORE EXTENSIVE HANDLING OF PRIORITY SECTORS.

B. CERP WILL BE REVIEWED TO IDENTIFY REPORTS FOR POSSIBLE ELIMINATIONS.

C. RECOMMEND THAT INTELLIGENCE & RELIABILITY REPORTS BE EITHER ELIMINATED OR THAT DOD FUND NEW POSITION TO CONDUCT THEM.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 12 JUL 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973SINGAP02774
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: SINGAPORE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730737/aaaabbq.tel
Line Count: 164
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 73 STATE 128397
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 18 DEC 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <18-Dec-2001 by phillir0>; APPROVED <06-Feb-2002 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FISCAL 1974 COMMERCIAL OBJECTIVES
TAGS: BEXP
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005